



AMAZING NEW RICE DISCOVERY!

HERE'S a wonderful new mainstay for your meals . . . MINUTE RICE! Makes hundreds of *new*, tempting, quick-fix dinners . . . makes main dishes from leftovers . . . makes quick, hearty meals for a crowd out of amounts that look too small for two!

And *this* rice is so easy . . . a child can fix it to perfection. No washing, no rinsing, no draining, no steaming! Yet it's *always* light . . . always white . . . always stand-up fluffy.

(One 5½-ounce package Minute Rice contains 1½ cups and makes 4 or 5 servings.)

IMAGINE!

- ★ Only 12 minutes from package to table!
- ★ No washing, no rinsing, no draining, no steaming!
- ★ Can't-Fail! Self-Fluffing!

Following are just a few of the *hundreds* of quick-fix wonder meal ideas you can make out of little or nothing with new MINUTE RICE!



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SPICED HAM SUPPER DISH

- 1 package (1½ cups) Minute Rice
- ½ teaspoon salt 1¾ cups water
- 1 can (12 ounces) spiced ham, cubed
- 2 tablespoons chopped onion
- 2 tablespoons butter
- 1½ tablespoons flour
- 1½ cups milk 1 cup cooked peas
- ¾ teaspoon salt ½ teaspoon pepper
- ¼ teaspoon Worcestershire sauce

Combine Minute Rice, ½ teaspoon salt, and water in saucepan. Bring quickly to a boil over high heat. Cover, remove from heat, and let stand 10 minutes.

Sauté cubed ham and onion in the butter until golden brown. Add flour and blend. Then add milk gradually, stirring constantly. Cook and stir over medium heat until smooth and thickened. Add rice, peas, and seasonings and heat thoroughly. Makes 4 servings.

MINUTE RICE CHICKEN SALAD

- ¾ cup Minute Rice ¼ teaspoon salt
- 1 cup water 1 cup mayonnaise
- 1½ tablespoons diced pimento
- 1 teaspoon salt ¼ teaspoon pepper
- 1½ cups cooked peas
- 1½ cups cooked diced chicken
- 1½ cups diced celery

Combine Minute Rice, salt, and water in saucepan. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes.

Mix together mayonnaise, pimento, and seasonings. Add remaining ingredients and the rice; toss together. Chill several hours before serving. Makes 8 to 10 servings.

RED BEANS AND RICE

- ½ cup chopped onions
- 2 tablespoons butter or other fat
- 1 package (1½ cups) Minute Rice
- 1 teaspoon salt ⅛ teaspoon pepper
- 2 cups tomato juice and liquid from beans
- 2 cups (No. 2 can) red kidney beans
- ½ cup grated sharp cheese

Sauté onions in the butter in saucepan until tender. Add Minute Rice, salt, pepper, and tomato juice and bean liquid. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Add beans and reheat. Serve at once, topped with the cheese. Makes 4 to 6 delicious servings.

SHRIMP WITH GREEN BEANS, CHINESE STYLE

1½ cups cooked or canned shrimp
½ teaspoon grated onion
4 tablespoons fat ¼ teaspoon salt
⅛ teaspoon pepper 1 cup chicken bouillon
1 tablespoon cornstarch ¼ cup cold water
2 cups hot cooked cut green beans
1 package (1½ cups) Minute Rice
½ teaspoon salt 1¾ cups water

Sauté shrimp and onion in the fat until shrimp are lightly browned. Add salt, pepper, and bouillon and bring to a boil. Blend cornstarch with the ¼ cup cold water; add to shrimp mixture. Cook and stir until slightly thickened. Add green beans.

Combine Minute Rice, salt, and water in saucepan. Bring quickly to boil. Cover, remove from heat, and let stand 10 minutes. Serve with hot shrimp mixture and with soy sauce, if desired. Makes 4 servings.



QUICK RICE CHILI

1 pound ground beef
½ cup chopped onions
1 package (1½ cups) Minute Rice
½ cups boiling water
1 cup Snider's Chili Sauce
1 to 1½ teaspoons chili powder
2 teaspoons salt Dash of pepper

Cook beef and onions together in small amount of fat until browned, stirring occasionally. Add Minute Rice, boiling water, chili sauce, and seasonings. Cover and simmer 10 minutes. Serves 6.

CHICKEN CURRY WITH CURRANT RICE

1 package (1½ cups) Minute Rice
¼ cup dried currants
¾ teaspoon salt 1¾ cups water
2 tablespoons butter
1 can condensed cream of chicken soup
½ to 1 teaspoon curry powder
½ cup milk 1 cup diced cooked chicken

Combine Minute Rice, currants, salt, and water in saucepan. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Add butter.

Meanwhile, combine soup, curry powder, and milk in another saucepan and mix well. Add chicken. Season with salt and pepper to taste. Place over low heat until thoroughly heated, stirring occasionally. Serve with hot currant rice. Makes 4 servings.



MINUTE RICE IN CONSOMMÉ

1 package (1½ cups) Minute Rice
1 can (10½ ounces) condensed consommé
½ cup water

Combine Minute Rice, consommé, and water in saucepan and bring quickly to boil, fluffing once or twice with fork. Cover, remove from heat, and let stand 10 minutes. Season with salt and pepper to taste. Serve with broiled salmon steak and sliced tomato and water cress salad. Makes 4 servings.

QUICK RICE DINNER

Combine 1 package (1½ cups) Minute Rice, ¾ teaspoon salt, and 1¾ cups water in saucepan. Bring to a full boil over high heat, cover, remove from heat, and let stand 10 minutes. Add 1 cup prepared spaghetti sauce (with meat or mushrooms) and toss lightly until well mixed. Reheat. Serve with grated Parmesan cheese. Makes 4 servings.



MINUTE RICE DINNER PLATE

Start frying a pre-cooked ham steak. Combine 1 package (1½ cups) Minute Rice, ½ teaspoon salt, and 1¾ cups water in a saucepan. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Meanwhile, cook quick-frozen green peas as directed on package. Fluff rice gently with a fork and serve hot with the sautéed ham steak and the peas.

GLORIFIED RICE

¾ cup Minute Rice ½ teaspoon salt
1 tablespoon sugar 1 cup water
12 marshmallows, quartered
6 maraschino cherries, diced
¾ cup canned crushed pineapple
1 cup cream, whipped

Combine Minute Rice, salt, sugar, and water in saucepan. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Add marshmallows and fruits. Cool. Then fold in whipped cream. Chill. Makes 8 to 10 servings.

OLIVE RICE WITH TOMATO RAREBIT

1 package (1½ cups) Minute Rice
½ teaspoon salt 1¾ cups water
1 can (10½ ozs.) condensed tomato soup
2 cups grated sharp cheese
½ teaspoon dry mustard
¼ cup chopped stuffed olives
2 tablespoons butter

Combine Minute Rice, salt, and water in saucepan. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Meanwhile, heat soup. Add cheese and mustard. Cook over low heat until cheese is melted and mixture is smooth, stirring constantly. Add olives and butter to rice. Serve hot with the tomato-cheese sauce on top. Delicious with green salad. Makes 4 servings.



VEGETABLE RICE RING

1 package (1½ cups) Minute Rice
1¾ cups water 1 teaspoon salt
3 tablespoons butter Dash of pepper
2 tablespoons finely chopped onion
2 cups cooked or canned peas and carrots
Combine Minute Rice, water, and salt in saucepan. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Add butter, pepper, and onion; blend. Add peas and carrots. Shape in ring on serving platter. Fill with creamed meat or fish. Serves 6.

BAKED RICE CUSTARD

¾ cup Minute Rice 3 cups milk
2 eggs, slightly beaten
¾ cup sugar ¾ teaspoon salt
¼ teaspoon nutmeg

Combine Minute Rice and milk in saucepan. Place over medium heat and bring to a boil. Remove from heat. Mix together eggs, sugar, salt, and nutmeg. Add hot rice mixture slowly, mixing well. Turn into 1½-quart baking dish. Place in pan of hot water and bake in moderate oven (375°F.) 35 minutes, or until done. Stir several times during first 20 minutes of baking. Makes 6 servings.

Raisin Rice Custard. Use above recipe, adding ¼ cup raisins before cooking.

Caramel Rice Custard. Substitute brown sugar for the granulated sugar.



TOMATO RICE

- ¼ cup finely diced onion
- 2 tablespoons butter
- 1 package (1½ cups) Minute Rice
- 2 cups well-seasoned tomato juice
- ½ teaspoon salt Dash of pepper
- ½ teaspoon sugar

Sauté onion in butter in saucepan until tender, but not browned. Add Minute Rice, tomato juice, salt, pepper, and sugar. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Serve with crisp bacon. Makes 4 servings.

MINUTE RICE WITH MEAT BALLS

- ¾ pound ground beef 3 tablespoons fat
- 2 tablespoons chopped onion
- 2 tablespoons chopped green pepper
- 1 can (8 ounces) tomato sauce
- 1½ cups water
- 1 package (1½ cups) Minute Rice
- ½ teaspoon salt

Season beef with ¾ teaspoon salt and dash of pepper. Shape in small balls.

Heat fat in large skillet. Add onion, green pepper, and meat balls and cook over medium heat until meat is browned on all sides. Add remaining ingredients and mix well. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Makes 6 servings.

TANGY ORANGE RICE

- ¼ cup butter 1 cup diced celery
- 3 tablespoons chopped onion
- 1 package (1½ cups) Minute Rice
- 2 teaspoons salt ½ teaspoon sugar
- 1 cup water ¾ cup orange juice
- 1 tablespoon grated orange rind

Melt butter in saucepan, add celery and onion, and cook until vegetables are tender, but not browned. Add Minute Rice, salt, sugar, water, and orange juice. Bring quickly to a boil. Cover, remove from heat, and let stand 10 minutes. Add grated orange rind. Serve with ham, duck, or chicken. Serves 6.

